## ABSTRACT

The invention relates to a fluorescent entity comprising a fluorophore, with the exception of a rare earth metal cryptate, covalently attached to one or more oligonucleotide(s) or oligonucleotide analog(s) and comprising at least one functional group, introduced or generated on the fluorophore or one of the oligonucleotides or oligonucleotide analogs, allowing it to be coupled with a carrier molecule.

The invention also relates to a fluorescent conjugate consisting of a fluorescent entity covalently attached to a carrier molecule.

Use: fluorescent tracer.